Cloud Backup:
A Better Approach

As enterprises begin to accumulate petabytes of data, the demand for reliable, secure backup is growing. Existing legacy solutions such as off-site tape vaults can't deliver the performance needed or meet stringent recovery time objectives when restores are necessary. And on-premises disk-based storage is expensive and must be constantly managed, maintained and upgraded.

This brief looks at the benefits and total cost of ownership (TCO) of cloud-based storage solutions for backup and specifically addresses how organizations can avoid many of the hidden costs inherent in most cloud storage platforms.

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The data deluge accelerates

The world reached the zettabyte age in 2012, when the amount of new data created that year first reached 1 ZB, or a million petabytes. By 2018, that number reached 33 ZB, and according to a recent Forbes article, the amount of new data will increase to 175 ZB by 2025, thanks in large part to the amount of unstructured data now being collected.[1] To compound the problem, enterprises increasingly want to retain—or even hoard—all that data, keeping it on hand in the off chance that old data could be put to new uses as more analytics tools emerge. For example, energy companies are mining archived seismic data to find new sources of oil and gas.

As the amount of data balloons, the role of backup becomes increasingly important. What good is retaining years of data if a simple outage means it is lost forever? Yet surprisingly, more than half of all enterprise data is not backed up regularly[2], and about 20% of folders are never backed up at all[3]. As businesses retain data for longer archival periods, the expense of keeping several years' worth of data also grows. And for many organizations, the cost to keep it all becomes excessive, forcing exceedingly difficult decisions over whether to delete data that might become a valuable asset in the future.

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Backup strategies evolve

The role of backup is also changing because of the sheer volume of data involved. Of course, backup is a critical element of any business continuity and disaster recovery plan. And as data privacy regulations worldwide grow more stringent, backup's role in compliance, governance and legal hold requirements puts pressure on organizations to ensure backups are reliable and secure.

However, keeping up with the accelerating data growth by using tape and on-site (or remote) disk secondary storage presents a clear scalability challenge, and the sheer volume of data may make those approaches to backup insufficient to meet recovery point and recovery time objectives (RPO/RTO). Additionally, the challenges of backing up client devices, SaaS application data, and physical and virtual servers, whether on premises or in the cloud, can be overwhelmingly difficult and put a strain on valuable IT resources that could be better utilized elsewhere. Even data migrations in upgrading to newer on-premises backup solutions can present availability and data loss risks.

As a result, many enterprises are now looking to cloud-based backups and storage to get out of the on-prem data center business and eliminate the management and risks associated with physical backup products.

Cloud storage matures

The data explosion has been echoed by the growth of cloud storage, a market projected to reach $100 billion by 2023. There are many benefits to adopting cloud storage for backups, including:

- The availability and redundancy inherent in major cloud platforms

- Certifications for tier-three or tier-four data centers that deliver four nines uptime or better

- Adherence to security standards like CJIS, FedRAMP, HIPAA and PCI DSS, to name a few

- Exabyte scalability and beyond to support unfettered growth of even the largest enterprises

- Both physical and identity and access management security comparable to that at Fort Knox

Of course, all cloud storage is not created equal. Enterprises that are evaluating cloud storage providers need to understand and consider all the costs. For example, for all the benefits of AWS, some critical cost factors can be overlooked and rapidly add up.

First, there are storage costs that are charged per gigabyte per month. Next, there are API costs to perform operations on stored data—and both read and write requests incur charges for access. Most significant, users pay egress or data transfer charges every time data is moved either outside

1   "175 Zettabytes by 2025," Forbes, Nov. 27, 2020
2   "While nearly 90% of companies are backing up data, only 41% do it daily,"
     Help Net Security, April 3, 2020
3   "10 shocking data loss and disaster recovery statistics," Comparitech, March 2, 2020

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its "home" AWS region or when it is downloaded off AWS altogether to either on-premises storage or another cloud provider. These hidden API and egress costs can quickly add up to unpleasant sticker shock when the monthly bills arrive.

These higher than expected TCO calculations, coupled with the complexity of migrating backups to AWS, are the primary reason many proof-of-concept cloud storage trials never graduate into full-scale cloud backup deployments.

The ideal cloud backup

What, then, should enterprises look for when evaluating cloud storage offerings? First, the solution should be simple to provision and manage, so you can focus on creating business value rather than shipping tapes to and from off-site providers like Iron Mountain or waiting for deliveries of new disks to install in an on-premises array. Next, there should be no billing surprises so the organization knows what it will pay each month, regardless of how the data is accessed or whether it is moved out of the cloud for any reason.

To simplify migration, there should be support for the backup software you already use, rather than forcing a migration to unfamiliar backup and archival software

with a steep learning curve. And the solution should offer the security, reliability and availability enterprises need to retrieve backup data in near real time to meet RPO and RTO objectives and customer service-level agreements. Only then will enterprises be able to eliminate all the headaches of on-premises or off-site secondary storage and get out of the storage business.

Introducing Wasabi hot cloud storage

Fortunately, enterprises can rely on a solution that meets all those requirements today: Wasabi hot cloud storage. Founded by the team that created the popular Carbonite cloud backup for consumers, Wasabi is built on a hardware architecture that can put more data on a given disk drive, which drives efficiency up and cost per gigabyte down. Wasabi hot cloud storage also uses a unique software architecture that accelerates data access, which further improves performance while speeding the retrieval of data when it is needed.

Wasabi is supported by a vast partner network and offers certified support of hundreds of backup applications and data management tools to further simplify an organization's transition from on-premises to cloud-based backup.

The savings can be dramatic. Wasabi can demonstrate an overall reduction in backup TCO by up to 80% when compared with AWS S3. Ultimately, Wasabi cloud backup takes the complexity and the cost out of cloud backup. IT and line-of-business users alike can appreciate that all critical information will be securely replicated and immediately available if and when they need it.

Next steps

Don't let your organization get nickel-and-dimed by other cloud backup solutions. Wasabi eliminates old-fashioned storage tiers and complex pricing, instead offering a simple, cost effective backup storage platform that's more cost effective than S3 and faster than Glacier.

Visit https://wasabi.com/sign-up to start your free trial.

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Wasabi is the hot cloud storage company delivering disruptive storage technology that is 1/5th the price of Amazon S3 and faster than the competition with no fees for egress or API requests. Unlike first-generation cloud vendors, Wasabi focuses solely on providing the world's best cloud storage platform. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is on a mission to commoditize the storage industry. Wasabi is a privately held company based in Boston, MA. Follow and connect with Wasabi on Twitter, Facebook, Instagram and our blog. Visit Wasabi.com for more information.